



2019 ANNUAL REPORT

NO TIME TO WAIT





WHO WE ARE

Meals on Wheels America is the connector and leadership organization of the nearly 5,000 community-based senior nutrition programs that provide a vital lifeline to older adults in virtually every community across America. With the help of nearly two million volunteers and 100,000 paid staff nationwide, America's seniors get desperately needed support through nutritious meals, friendly visits and safety checks that enable them to continue to live nourished lives with independence and dignity in their own homes. Our leadership, advocacy, funding, research, education and campaigns leverage and amplify the power of the Meals on Wheels network into a nationwide force for change, one senior at a time.

Dear Friends,

Our mission at Meals on Wheels America is to empower local community programs to improve the health and quality of life of the seniors they serve to ensure that no senior in America is left hungry or isolated. Throughout 2019, we enabled the Meals on Wheels network to grow, connect and lead as we shape and advance the future we are working hard to create together. Thanks to the generous support of our incredible partners and donors, we were able to expand our portfolio of groundbreaking research, further pursue the intersection of our More Than a Meal® model and the healthcare system and distribute nearly \$4 million in funding to our Member programs. Thank you for your support as we strive for an America in which all seniors live nourished lives with independence and dignity.

Together, We Can Deliver.®

ELLIE HOLLANDER
President and CEO
Meals on Wheels America

PATRICIA LYONS
Board Chair
Meals on Wheels America

THE ISSUE

For the first time in our nation's history, seniors outnumber young people. As Baby Boomers take their place in the senior demographic segment, and as our average lifespan continues to increase, we are facing dramatic social and financial impacts of a senior population that will double in size over the next four decades.

1 IN 5 AMERICANS IS 60 OR OLDER

12,000 TURN 60 EACH DAY

THE NUMBER OF SENIORS WILL DOUBLE FROM 2010 LEVELS TO 118 MILLION BY 2060

AGING IN AMERICA COMES WITH HARDSHIPS

The dramatic increase in family mobility means that millions more seniors are being left behind, alone, hungry, struggling with their own independence and without the resources needed to cover the basic needs of living.

9.7 MILLION SENIORS FACE THE THREAT OF HUNGER

16 MILLION SENIORS LIVE ALONE

7.4 MILLION SENIORS LIVE IN POVERTY

8 OUT OF 10 LOW-INCOME, FOOD INSECURE SENIORS ARE NOT RECEIVING THE HOME-DELIVERED MEALS THEY NEED

THE COST OF NOT ADDRESSING

While the personal cost to our seniors and their families is incalculable, the financial cost to our country is. The United States spends twice as much as other countries on healthcare and, with the largest share by far of those costs being incurred during the later years in life, that cost will continue to escalate.

SENIOR MALNUTRITION COSTS OUR NATION \$51 BILLION IN HEALTHCARE EXPENDITURES EACH YEAR

THE ADDITIONAL MEDICARE EXPENDITURES ASSOCIATED WITH SENIOR SOCIAL ISOLATION ARE ESTIMATED TO COST \$6.7 BILLION EACH YEAR

MEDICARE SPENDING HAS MORE THAN DOUBLED SINCE 2005 AND IS DISPROPORTIONATELY CONCENTRATED ON OLDER ADULTS WITH MULTIPLE CHRONIC CONDITIONS AND/OR FUNCTIONAL LIMITATIONS - 5% OF MEDICARE BENEFICIARIES ACCOUNT FOR 41% OF SPENDING

THE SOLUTION: MORE MEALS ON WHEELS

Federally supported nutrition programs – like Meals on Wheels – are designed to meet the needs of older adults. Meals on Wheels programs are welcomed into the homes of our nation's most at-risk individuals every day, providing the unique opportunity to:

- Ensure their nutritional needs are met
- Combat their social isolation
- Address in-home safety hazards
- Act as trusted eyes and ears in the home when no one else is around

MEALS ON WHEELS CAN SERVE A SENIOR FOR AN ENTIRE YEAR FOR ABOUT THE SAME COST AS JUST ONE DAY IN A HOSPITAL OR 10 DAYS IN A NURSING HOME

9 OUT OF 10 RECIPIENTS SAY MEALS ON WHEELS IMPROVES THEIR HEALTH

RECENT PARTNERSHIPS WITH HEALTHCARE ARE ENABLING PROGRAMS TO REPORT HEALTH THREATS TO BE ADDRESSED BEFORE THEY BECOME COSTLY HEALTH EVENTS



2019 NETWORK IMPACT

The Meals on Wheels network creates a safety net for millions of older Americans struggling with hunger, isolation and independent living. Our holistic model enables millions of seniors to remain living at home each year, where they want to be.

221 MILLION MEALS WERE DELIVERED TO 2.4 MILLION SENIORS

9 OUT OF 10 RECIPIENTS SAID MEALS ON WHEELS HELPS THEM LIVE INDEPENDENTLY

MEALS ON WHEELS HELPED KEEP 8 OUT OF 10 RECIPIENTS WHO HAVE PREVIOUSLY FALLEN FROM FALLING AGAIN

FOR THE 58% OF HOME-DELIVERED MEAL RECIPIENTS WHO LIVE ALONE, THE PERSON DELIVERING THE MEAL WAS OFTEN THE ONLY PERSON THEY SAW THAT DAY

STRENGTHENING COMMUNITIES

Meals on Wheels America addresses needs of local, community-based programs in a variety of ways that work to ensure future viability and growth.

ADVANCING OUR MISSION THROUGH EDUCATION AND TRAINING

- Engaged 2,500+ senior nutrition professionals at all levels of their career in developing the necessary skills and competencies needed to grow in their role, advance their organization and better support the older adults in their community
- Hosted 25+ live webinars and 45 in-person conference sessions featuring aging network and nonprofit experts
- Provided 68 scholarships to attend the 2019 Meals on Wheels Annual Conference & Expo, which brought together 800+ senior nutrition professionals, speakers, sponsors and exhibitors in Dallas, TX
- Launched Meals on Wheels Connect, an online community designed to allow senior nutrition professionals to share information and resources in real time, crowdsource solutions, and more
- Convened our first ever Advance Practice Workshop for innovative senior nutrition programs to collaborate and take the network to the next level

EXPANDING CAPACITY AND REACH OF COMMUNITY-BASED PROGRAMS

- Distributed \$3.91 million to member programs – on average, that's \$18 back for every \$1 paid in dues
- Saved programs millions of dollars through our group discount programs and other nationally negotiated contracts
- Successfully advocated for additional federal funding, securing a \$30 million increase in funding for the Older Americans Act (OAA) Nutrition Program in FY 2020

DEEPENING OUR *MORE THAN A MEAL®* PROMISE

COMPREHENSIVE NETWORK STUDY

For the first time ever, Meals on Wheels America worked with our association membership of local community-based Meals on Wheels programs to develop a comprehensive, data-driven national profile of Meals on Wheels clients and the programs that serve them. The *More Than a Meal®* Comprehensive Network Study – conducted by Trailblazer Research and funded by Aetna, a CVS Health company – expanded our *More Than a Meal®* body of research to present a complete look at the demographics of seniors receiving Meals on Wheels services, the extent of offerings provided by local programs and the organizational make-up of those programs, highlighting the impact Meals on Wheels makes every day in the lives of seniors in need.

CAPABLE AND MEALS ON WHEELS: A LANDSCAPE ANALYSIS

Meals on Wheels America worked to expand the evidence-based approaches to in-home safety. With support from The Home Depot Foundation, Meals on Wheels America prepared *CAPABLE and Meals on Wheels: A Landscape Analysis*, which equips senior nutrition programs with the information needed to evaluate this cost-effective fall-prevention strategy and shares the examples of partners, funders and organizations engaged in scaling this promising approach.

MEALS ON WHEELS HEALTH

In 2019, Meals on Wheels America continued its important work on Meals on Wheels Health – an initiative that engages the nationwide Meals on Wheels network to deliver services in support of the healthcare system’s goals to improve health outcomes and care while reducing costs. Together, we offer a proven way to improve overall health and well-being of high-need older adults while averting the need for high-cost acute and long-term care services, such as enhancing the customer experience and driving improvement on key revenue-driving factors, including Star Ratings, when serving America’s most vulnerable senior and disabled populations.

In 2019, the Centers for Medicare and Medicaid Services (CMS) proposed new guidance for Medicare Advantage Plans that would provide them greater opportunity and flexibility to offer home-delivered meals to chronically ill seniors. Meals on Wheels, in collaboration with Aetna, co-hosted a cross-sector convening aimed at providing input into this process which was widely seen as a major step forward in expanding coverage for this much needed service.

Meals on Wheels America has teamed up with Meals on Wheels of Central Maryland and Johns Hopkins Bayview Medical Center to deliver our *More than a Meal*® service to targeted patients upon discharge. The intent was to reduce emergency room visits and hospital readmissions. Patients were monitored closely to assess the impact of the service on these very high-risk seniors. Early results were promising and, upon completion of the pilot project in 2020, will be widely disseminated.

The daily “eyes and ears” contact that Meals on Wheels offers its clients is truly unique and invaluable. In 2019, Meals on Wheels America, with support from West Health, expanded its earlier work to scale its Change of Condition monitoring protocol, and its supporting technology, to over 20 Member programs. This capability allows Meals on Wheels programs to formalize what they have been doing for years – monitoring overall wellness and changes in condition to enable prompt response in order to avert a more serious episode. Meanwhile, all relevant data is collected in a HIPAA-compliant system.

To advance our work to integrate our services with the healthcare industry, and with further support from the West Health Foundation, we partnered with software company Accessible Solutions, Inc. to enhance functionality and expand the utilization of ServTracker. This application enables Meals on Wheels programs to manage all aspects of service delivery, billing and reporting in a secure and efficient manner through the integration of various technologies, including mobile applications and EDI (Electronic Data Interchange) billing tools.

Humana Inc. and Meals on Wheels America teamed up to provide in-person delivery of warm meals, social visits and safety checks, as a benefit and a means to positively impact the health of Humana Medicare Advantage (MA) members through select plans in Richmond, Virginia; Louisville, Kentucky; and Tampa, Florida.

GUIDING THE NATIONAL AGING NETWORK

Through a grant from the Administration on Aging (AoA), a program division within the Administration for Community Living (ACL), Meals on Wheels America continued to host the National Resource Center on Nutrition and Aging (NRCNA). In 2019, the NRCNA engaged nearly 30,000 professionals in the field in both in-person and online networking and training activities and commissioned the development of over 30 subject expert-prepared issue briefs and white papers. Taken together, these activities are designed to assist the national aging network in the implementation of the nutrition portions of the Older Americans Act. As part of this work, through a year-long supplemental ACL grant, we collaborated with the ACL Office for American Indians, Alaskan Native, and Native Hawaiians to identify the training needs of Older Americans Act Title VI Nutrition Programs. We also collaborated with the National Association of Nutrition and Aging Services Programs (NANASP) to plan for the future of congregate meals programs and support these programs to meet the rapidly growing demand for services.

DRIVING NATIONWIDE AWARENESS AND SUPPORT

“AMERICA, LET’S DO LUNCH™”

Our recruitment campaign surpassed nearly 150,000 volunteers directed to local programs.

2019 MARCH FOR MEALS

Through our leadership, Meals on Wheels programs have come together each March since 2002 to celebrate this proven collaboration of local community organizations, businesses, all levels of government and compassionate individuals to ensure that our seniors are not forgotten. **More than 200 local programs participated in the 17th Annual March for Meals and collectively raised over \$1.3 million.**

AMPLIFYING OUR NATIONAL VOICE

- Enlisted advocates to send 13,500+ messages to Members of Congress – REACHING 100% OF CONGRESSIONAL OFFICES
- Issued more than 25 statements, public comments and testimonies for the record supporting our programs and the seniors they serve
- Worked with the offices of more than 65 Members of Congress to deliver meals or visit with local senior nutrition programs
- Provided an active voice on social media:
 - 3.9M+ Facebook Impressions
 - 2.3M+ Twitter Impressions

ADVOCATING FOR CHANGE

Despite decades of broad bipartisan support, federal funding for Meals on Wheels continually fails to keep pace with the rapidly growing need for services. Nationally, the Older Americans Act funded just 39% of the total cost to provide nutritious meals, safety checks and friendly visits to more than 2.4 million seniors each year. Meals on Wheels America provides a national and unifying voice on Capitol Hill, leading the fight for these vital programs and the vulnerable seniors they serve. Here is just a snapshot of our federal advocacy activity in 2019:

JANUARY 2019

- Spoke out about the ongoing partial government shutdown and the threat it posed to 5,000 Meals on Wheels programs nationwide and continued to advocate for increased funding.

MARCH 2019

- Responded to the President's Fiscal Year 2020 Budget and advocated against eliminating or cutting a number of critical funding sources that support the nationwide network of Meals on Wheels programs.
- In partnership with the National Association of Nutrition and Aging Services Programs (NANASP), supported 130 Members of Congress who sent a bipartisan letter to leaders of the House Appropriations Subcommittee urging increased funding for Title III of the Older Americans Act (OAA) in FY 2020. The letter was championed by U.S. Representatives Suzanne Bonamici (D-OR), Theodore E. Deutch (D-FL), Dave Loebsack (D-IA) and Elise Stefanik (R-NY), all of whom regularly lead the call for legislation supporting the OAA and the millions of seniors served through its programs.

APRIL 2019

- Mobilized the network and supported Senator Bernie Sanders (I-VT), who has been a long-standing champion of the OAA, and 38 of his colleagues in sending a letter to leaders of the Senate Appropriations Subcommittee calling for all programs authorized under the OAA to receive increased funding in FY 2020.

MAY 2019 – OLDER AMERICANS MONTH

- Facilitated Meals on Wheels of Central Maryland, a Meals on Wheels America partner and Member, to testify during a hearing led by Chairwoman Suzanne Bonamici (D-OR) and Ranking Member James Comer (R-KY) – “Examining the Older Americans Act: Promoting Independence and Dignity for Older Americans” – on the critical role of the Older Americans Act (OAA).
- Worked alongside Senators Angus King (I-ME) and John Cornyn (R-TX) and Representatives Joseph Morelle (D-NY-25) and Ron Wright (R-TX-6) to reintroduce the DELIVER Act – Delivering Elderly Lunches and Increasing Volunteer Engagement and Reimbursements – to amend the Internal Revenue Code of 1986 to increase the standard charitable mileage rate for delivery of meals to elderly, disabled, frail and at-risk individuals.

SEPTEMBER 2019

- As a key stakeholder, contributed to the development and unanimous passage of the Dignity in Aging Act of 2019 out of the House Committee on Education and Labor, a critical step in the Older Americans Act (OAA) reauthorization process.

OCTOBER 2019

- Applauded the House of Representatives for its passage of the Dignity in Aging Act of 2019, a critical step in moving the reauthorization of the Older Americans Act (OAA) forward.
- Worked with Senator Tina Smith (D-MN) of the U.S. Senate Health, Education, Labor and Pensions (HELP) Committee on the Older Americans Social Isolation and Loneliness Prevention Act, legislation that would raise much-needed attention and awareness within the Older Americans Act to the negative health effects and economic consequences of the loneliness and social isolation that is prevalent among seniors.

NOVEMBER 2019

- In response to the Department of Health and Human Services' Proposed Rule to Align Grants Regulation with New Legislation, Nondiscrimination Laws, and Supreme Court Decisions, spoke out on our continued mission to ensure that no one is denied the services they need based on any form of discrimination.

DECEMBER 2019

- Commended Senators Susan Collins (R-ME) and Bob Casey (D-PA), the Chairman and Ranking Member of the Senate Special Committee on Aging, for taking a significant step in the Older Americans Act (OAA) Reauthorization process by introducing the Modernization of the Older Americans Act Amendments.

PARTNERS INVESTING IN OUR FUTURE

NATIONAL CORPORATE AND FOUNDATION PARTNERS

Our corporate and foundation partners support us as effective innovators in the field of senior nutrition and enable local programs to broaden their reach and impact.

AETNA CVS / Through a \$450,000 contribution, we launched the More Than a Meal® Comprehensive Network Study to create a first-of-its-kind national profile of senior nutrition programs and the seniors the network collectively serves.

AETNA FOUNDATION / To more effectively address malnutrition among seniors, Aetna Foundation provided \$175,000 to support our partnership with the American Hospital Association to develop strategies to identify at-risk seniors prior to and post hospital discharge.

CAESARS FOUNDATION / An investment of \$150,000 from this 15+ year partner enabled our work to expand Friendly Visitor Programs across the country, spanning volunteer recruitment, training and volunteer-client matching, among other things.

PETSMART CHARITIES / The leading funder of animal welfare in North America committed \$3 million to Meals on Wheels America to fund a three-year partnership to increase access to pet food and veterinary care to pets of homebound seniors through local Meals on Wheels programs—the largest gift in PetSmart Charities' 25-year history.

THE HOME DEPOT FOUNDATION / Our five-year partnership with The Home Depot Foundation hit an inspiring milestone, completing home repairs for its 1,000th senior U.S. military veteran through our joint “Helping Homebound Heroes” program. By the end of 2019, The Home Depot Foundation had contributed more than \$8 million over the course of the partnership and countless volunteer hours from Team Depot – The Home Depot’s associate-led volunteer force – to engage in a wide range of home repair projects alongside community-based Meals on Wheels programs.

SUBARU OF AMERICA / Held at the end of each year, the Subaru Share the Love event donates \$250 for every new Subaru vehicle sold or leased to the customer's choice of charities, including Meals on Wheels America. The 2018-2019 event raised over \$1.8 million for Meals on Wheels and, since 2008, our participation has helped deliver 2.3 million meals to America’s seniors.

ALPHA GAMMA DELTA / Given its philanthropic commitment to addressing hunger, Alpha Gamma Delta invested in Meals on Wheels America by recruiting collegiate and alumni affiliates to volunteer in local communities and sent hundreds of handcrafted valentines to isolated seniors

AMERIPRISE FINANCIAL / Provided an unrestricted grant, enabling Meals on Wheels America to upgrade its Find Meals online search function to facilitate individuals finding their closest Meals on Wheels program.

INNOVATION HEALTH / Donated \$95,000 to support efforts to more fully integrate Meals on Wheels into the healthcare system, as well as expand the nutrition and wellness services they provide for at-risk homebound seniors.

WHOLE FOODS MARKETS MID-ATLANTIC REGION / Donated 5% of net profits to Meals on Wheels America on its Community Day of Giving, bringing in nearly \$265,000 and supporting 32 local programs nationwide.

GOOGLE / Donated \$314,891 in celebration of its new online food delivery platform.

AWARDS AND ACCOLADES

BETTER BUSINESS BUREAU WISE GIVING ALLIANCE / We are proud to be a Better Business Bureau Accredited Charity and to meet all 20 rigorous standards for charity accountability of the BBB Wise Giving Alliance.

CHARITY NAVIGATOR / Meals on Wheels America's strong financial health and commitment to accountability and transparency have again earned it the highest 4-star rating from Charity Navigator, America's largest independent charity evaluator.

2019 BOARD OF DIRECTORS

PATTI LYONS

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Savannah, GA

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President and CEO
Meals on Wheels of Metro Tulsa, Inc.
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2019 LEADERSHIP TEAM

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Chief Financial and Administrative Officer

SUSAN WALDMAN

Chief Marketing and Communications Officer

ERIKA KELLY

Chief Membership and Advocacy Officer

LUCY THEILHEIMER

Chief Strategy and Impact Officer

ROBERT T. HERBOLSHEIMER

Executive Vice President, Healthcare Integration

JENNY BERTOLETTE YOUNG

Vice President, Communications

2019 FINANCIALS

REVENUES

In-Kind Contributions	104,254
Grants and Contributions	9,338,490
Conference	660,685
Program Service Fees	993,124
Government Grants	540,830
Membership Dues	240,994
Other Income	12,000
Total Revenue	11,890,377

EXPENSES

Program Services	7,862,904
Management and General	2,085,432
Development	2,122,016
Total Expense	12,070,352

Change in Net Assets from Operations (179,975)

Investment Income (Loss) 724,066

CHANGE IN NET ASSETS

<i>Net Assets, Beginning of Year</i>	9,055,468
<i>Net Assets, End of Year</i>	9,599,559

